



City of Homer

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Administration

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Memorandum

TO: Public Safety Building Review Committee

FROM: Jenny Carroll, Special Projects & Communications Coordinator

THROUGH: Katie Koester, City Manager

DATE: September 29, 2016

SUBJECT: Prop 1 Public Outreach Plan Status – additional info on video reach & budget

1. Prop 1 Video -1 week results:

Six days ago, I posted the Prop 1 video on Vimeo and linked it to the City of Homer website. I also posted it on the HVFD Facebook page. Since posting, the video on Vimeo has had 96 plays with 42 full finishes and an average view time of 1:14 of 1:50 total. 91 of the 96 plays came from the website; 3 from Facebook and 2 (staff plays) directly from the Vimeo site.

I purchased promotion of the Facebook video post as well; to date the post reached 1,175 people with 140 clicking or taking action on the page (like/comment).

Of the total reached, 428 were reached through the ad promotion and 747 people were reached “organically.” Of the 428, 66 people engaged the post: 6 link clicks, 24 post likes, 4 comments and 2 shares.

2. Budget Update (since last memo)

<u>Item</u>	<u>Fee</u>
KBBI PSA 2X for 11 days	\$297.00
Print Works Postcard Mailer	\$1,442.00
Video Production/photos	\$600.00
FaceBook Video promotion	\$34.00

Website Articles x 2

Photos

Homer News 1/4 page Ad x 2	\$642.00
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2nd ad color spot	\$50.00
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Homer News Web Banner	\$125.40
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(8.57/day for 16 days)

Police Station Tours

Homer Tribune Ad x 2	\$448.00
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2nd ad spot color	\$70.00
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Homer Tribune Web Banner	\$128.00
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(6.70/day for 19 days)

KBAY, KPEN, KWAVE PSA

2X for 12 days @ \$39	\$936.00
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Talking Points

Flier for
Forum/distribution

\$4,772.40

227.6 budget remaining